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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D. C.

July 30, 1953

For your information

TO EXTENSION MARKETING ECONOMISTS

Subject: Annual Reports on Two Extension Work Projects Under RMA

Enclosed are copies of summary reports of State extension work carried on in 1952 under two extension work projects--No. 95, "New Educational and Demonstrational Work By State Extension Services For Improving Marketing Methods, Facilities, and Equipment" and No. 98, "Cooperative Extension Work on the Educational Aspects of Developing New Market Information and Basic Data by Market Areas."

As you know, funds under the Agricultural Marketing Act (RMA, Title II) are provided to carry on extension marketing work, new and additional to that carried on under other regular extension programs prior to 1946 when this act became law. Under this law, reports of progress and accomplishments, in justification of the use of these funds, must be made separately from marketing work carried on under other regular extension funds.

The information contained in these reports is based primarily on a review of your annual reports, supplemented by information obtained through State contacts. The enclosed reports are for two of the four extension work projects we have under RMA. Two other reports, dealing with consumer education in marketing and Federal office, regional, and contract marketing work, will be sent you soon.

Sincerely yours,

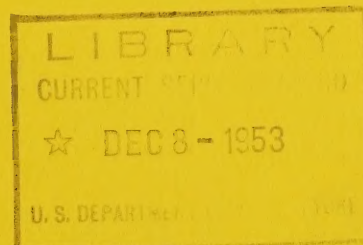


H. M. Dixon, Chief
Division of Agricultural Economics

Enclosures

Copies to: Extension directors
Heads of departments of
agricultural economics

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COOPERATIVE EXTENSION WORK ON THE EDUCATIONAL ASPECTS OF DEVELOPING
NEW MARKET INFORMATION AND BASIC DATA BY MARKET AREAS

Summary of 1952 State RMA Project Reports

Extension RMA Work Project No. 98

Division of Agricultural Economics
Extension Service, U. S. Department of Agriculture
Washington 25, D. C.

July 1953

MARKETING INFORMATION PROGRAMS

Summary of 1952 State RMA Project Reports*

Purpose and Type of Work

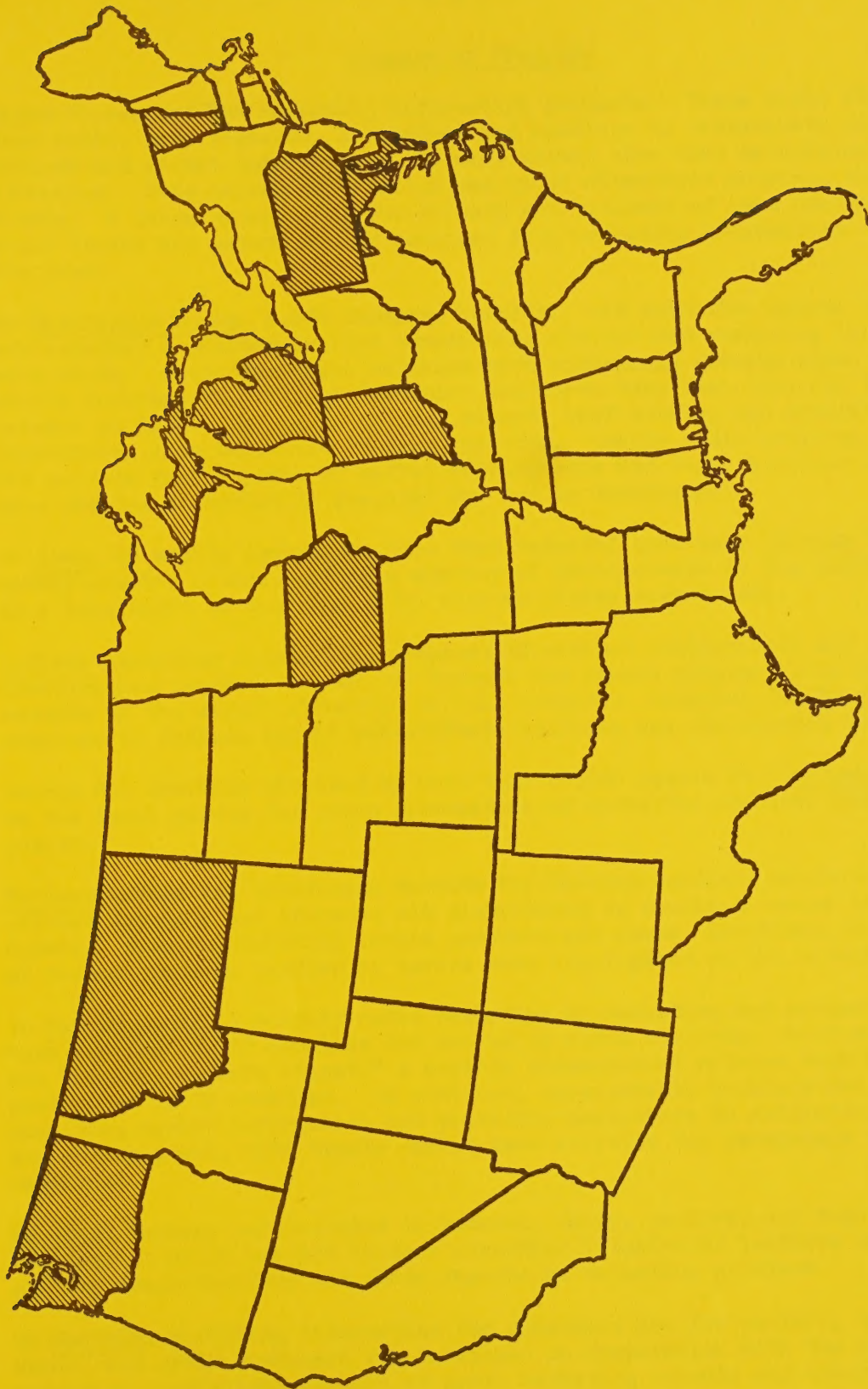
The purpose of this educational program is to give farmers and marketers of farm products timely information about economic conditions and the interpretation and application of market quotations and other market news for the area to promote timely action in the handling and marketing of farm products.

Marketing information prepared by market news services concerning farm and market prices of commodities of local importance are analyzed, together with reports of condition and progress of crops, probable peak marketing periods, seasonal production prospects, current storage and cold storage holdings, and other economic considerations. Prompt and widespread dissemination of this information on market outlook analysis and current market situations adapted to local conditions is carried out primarily by mass media methods such as radio, television, news releases, bulletins, and meetings.

Line Projects - 1952

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| 98-Ind-2 | Increasing market efficiency through development and dissemination of new economic and marketing information on the supply, demand, price, and location of agricultural products in Indiana, and assisting local markets in expanding marketing outlets. |
| 98-Iowa-2 | Market price analysis and outlook education for Iowa farm families. |
| 98-Md-1 | Dissemination of new economic and marketing information. |
| 98-Mich-1 | Market price analysis and economic education for agriculture. |
| 98-Mont-1 | Livestock market price analysis and economic education for farmers and agricultural groups. |
| 98-Pa-1 | Demonstration of methods of compiling, analyzing, and disseminating background and current economic and market information, with particular emphasis on fruits, vegetables, potatoes, poultry, and eggs. |
| 98-Vt-1 | The development of a marketing information program for farm forest products. |
| 98-Wash-1 | To develop basic market outlook and price information and introduce a monthly information service for producers, marketing organizations, and consumers. |

*Annual report to Agricultural Research Administrator, USDA, of State educational work under Project No. 98. Prepared by Division of Agricultural Economics, Extension Service, USDA.



States which had Extension EMA marketing information projects in 1952



Summary of Progress

Eight States had RMA marketing information projects. These eight States all used radio, news releases, bulletins, and meetings to disseminate timely outlook and market information. Several States also used television to good advantage. This market information was given widespread coverage when most timely. A large majority of the farmers and handlers of farm products in these States had access to and received some marketing information during the year.

In Washington State, 9,000 farmers, handlers, and extension agents requested and received a printed leaflet summarizing outlook and marketing information each month. Radio and press releases gave widespread dissemination of marketing information. This information was worth more than \$100,000 to potato growers in 1952. Dry peas, apples, onions, beef cattle, and several other commodities also benefited in large measure. Weekly radio programs from the college gave reports on market developments and radio stations used many stories on marketing prepared for use in Washington.

In Iowa, 90 weekly newspapers were sent material each week through the county agent's office, giving a summary of developments in the marketplace as a supplement to the many radio reports giving market news.

Indiana marketing specialists prepared 12 printed publications and several mimeographed leaflets for 30,000 farmers and others interested in monthly reports on the market situation and the outlook. Material for 26 radio stations in Indiana and 24 out-of-State stations was distributed on request.

Nearly 200 meetings attended by more than 30,000 people in Michigan served as the focal points for group discussions of marketing problems and public policy.

Vermont emphasized developing markets for Vermont woodland products. A printed circular was prepared and distributed to woodland owners in Orange County. Tips on marketing forest products and names, locations, and kinds of forest products handled by buyers were highlighted in the circular.

In Pennsylvania, a monthly radio recording of marketing and economic information was sent to 27 counties for use by 34 radio stations. Another feature was "Poultry Markets Digest," a monthly mimeographed release sent to 4,000 poultrymen in 19 counties. In addition, considerable emphasis was given to compiling market information and providing assistance to extension specialists and county agents with timely market news articles for newspapers and farm magazines.

Maryland farmers participated in tobacco, dairy, poultry, and vegetable meetings at which project leaders presented illustrated lectures on milk pricing demonstrations and other reports on marketing problems.

In Montana, marketing information for consumers and for poultry, dairy, livestock, and grain producers was developed in cooperation with the respective commodity specialists for use at grain marketing schools and other meetings. Marketing and Outlook was prepared and distributed quarterly to county agents as a guide for their marketing work with farmers.

NEW EDUCATIONAL AND DEMONSTRATIONAL WORK BY STATE EXTENSION SERVICES
FOR IMPROVING MARKETING METHODS, FACILITIES, AND EQUIPMENT

Summary of 1952 State RMA Project Reports

Extension RMA Work Project No. 95

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Division of Agricultural Economics

Extension Service, U. S. Department of Agriculture
Washington, D. C.

July 1953

NEW EDUCATIONAL AND DEMONSTRATIONAL WORK BY STATE EXTENSION SERVICES
FOR IMPROVING MARKETING METHODS, FACILITIES, AND EQUIPMENT

Summary of 1952 State RMA Project Reports

Extension RMA Work Project No. 95*

FRUIT AND VEGETABLE MARKETING

Purpose and Type of Work

Producers, processors and handlers were assisted by providing them with situation and outlook information for specific fruits and vegetables, as well as extending the results of research studies and assistance in solving specific marketing problems on which research has been conducted.

These educational programs included the following problems or areas of work: facilities, organization of markets or associations, grading and standardization, quality-price relationships, relative merits of various types of outlets, grower-handler relationships, loading, packing, types of containers, roadside marketing, merchandising specific products, and refrigeration.

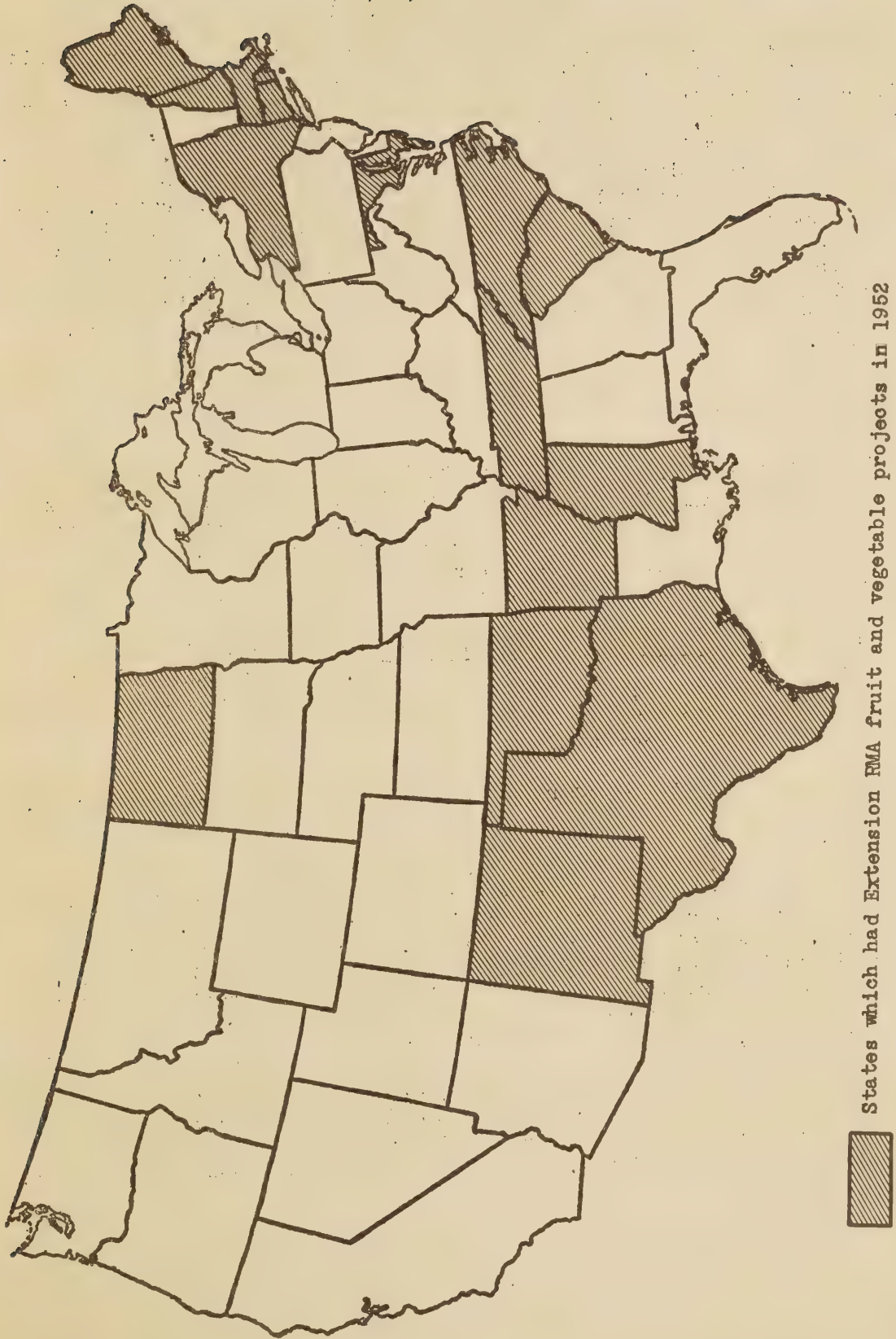
Line Projects, 1952

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| 95-Ark-1 | Improving the marketing and handling of fruits and vegetables in Arkansas from producers to consumers. |
| 95-Conn-1 | Marketing fruits and vegetables |
| 95-Hawaii-1 | Demonstration of relative efficiency and cost of using certain processing methods and containers in marketing agricultural products. |
| 95-Hawaii-2 | Assistance in the expansion of mainland markets for Hawaiian tropical fruits, winter vegetables, flowers, and foliage. |
| 95-Maine-1 | To demonstrate methods of handling Maine fruits and vegetables to reduce costs and improve quality. |

*Annual report to Agricultural Research Administrator, USDA, of State educational work under Project No. 95.

Prepared by marketing economists of the Division of Agricultural Economics, Extension Service, USDA.

- 95-Md-5 Marketing Maryland fruit and vegetable crops.
- 95-Mass-1 An Extension program to develop efficient marketing methods for Massachusetts fruits and vegetables.
- 95-Miss-1 Improving the marketing and handling of fruits and vegetables in Mississippi.
- 95-N.H.-2 Developing markets for promising new fruits and vegetables.
- 95-N.Mex-6 Demonstrations to producers, handlers, and consumers on grading, packing, and merchandising fruits and vegetables.
- 95-N.Y.-1 Handling and merchandising of perishable farm products.
- 95-N.C.-2 An Extension program to develop efficient marketing methods and a sound marketing structure for North Carolina fruits and vegetables.
- 95-N.Dak-1 Potato marketing.
- 95-Okla-8 Improving the marketing methods and facilities used in the marketing of vegetables, fruits and pecans so that these products will meet consumer preferences.
- 95-P.R.-1 Developing and conducting new educational and demonstrational work in marketing, with special emphasis on expanding and creating new outlets, etc.
- 95-R.I.-1 To promote the adoption of practices in marketing fresh fruits and vegetables which will reduce waste, maintain quality, lower costs, and encourage efficient and orderly marketing.
- 95-S.C.-2 Demonstrate more efficient methods of marketing fruits and vegetables.
- 95-Tenn-1 Demonstration of new and improved methods and practices in the marketing and handling of Tennessee commercial fruits and vegetables from producer to consumer.
- 95-Texas-3 Demonstrations and dissemination of information in the field of marketing fruits and vegetables.



States which had Extension FMA fruit and vegetable projects in 1952

Summary of Progress

Considerable attention was given to the development of marketing organizations and facilities, particularly in the South and Southwest. In most States, specialists devoted time to the outlook for various commodities. In the Northeast, marketing demonstrations received emphasis, involving work with wholesalers and retailers as well as with growers. Such demonstrations were employed in an effort to extend the results of various research studies and included commodities such as apples, peaches, sweet corn, watermelons, potatoes, sweetpotatoes and onions. In the distant producing areas, particularly in the South and Southwest, considerable attention was given to grading, packing and loading demonstrations in an effort to assist growers and shippers to best meet the desires of handlers and consumers in northern consuming centers and to minimize losses in transit.

The following are examples of work carried on in certain States and accomplishments realized:

Results of research studies on packaging and merchandising apples in New York State were extended to retailers through demonstrations and leaflets. Sales in demonstration stores were increased 42 percent as a result in changes of merchandising practices. The results of the work have been extended through various media in New York State and improved practices have been widely adopted.

Growers in New Mexico and North Carolina were assisted in the development of associations to grade, pack, and merchandise their fruit. As a result, the area of distribution has been increased, the trade has been provided with greater uniformity of packs, and growers' returns increased.

In cooperation with chambers of commerce and various trade interests, the specialist in Texas has assisted in the development of shipping-point markets for packing and selling east Texas fruits and vegetables. In many cases, this has made it possible for growers to assemble a sufficient volume of various fruits and vegetables to permit shipment to distant markets, thereby providing wider distribution. In other cases, new markets have been developed. For example, growers were assisted in developing an association to market fresh blackberries, using cold storage and other facilities which were available in the area but were not being used at that time of the year. Prior to this development, growers had been limited to selling only to processors.

An educational program was developed in North Carolina to encourage the use of precoolers for reducing temperatures of sweet corn. Where this practice was adopted, precooled corn was bringing \$1.00 to \$1.40 per crate compared with \$.50 to \$.75 per crate for non-precooled corn.

In South Carolina, packing and loading demonstrations were held in the peach producing areas. The bulge in the peach pack has been reduced, resulting in less damage to the fruit, and better loading practices have been encouraged.

Considerable emphasis was placed on the marketing of potatoes in North Dakota and Maine during the past few years. Attention has been given to the development of market outlets for off-grade potatoes, as well as better marketing practices for potatoes sold on the fresh market. As a result of the adoption of cold weather loading equipment in North Dakota, growers were able to move potatoes throughout much of the winter season. Prior to the adoption of this equipment, shippers were not permitted to load at temperatures lower than 5° below zero. Today they can load at temperatures as low as 20° below zero.

Growers in Connecticut were assisted in developing better merchandising practices in the marketing of products in roadside stands.

In Mississippi, specialists gave shed and field demonstrations on grading and packing sweet corn and assistance in the establishment of special market outlets in Buffalo, Chicago, Pittsburgh, and Detroit. In one area where a cooperative association was developed, the manager and directors were trained by the specialists. To encourage competition among buyers, outlook information on crop expectations and shipping dates for several crops was supplied to about 1,500 truckers in northern areas at their request.

LIVESTOCK MARKETING

Purpose and Type of Work

Changing markets and the educational problem.--The importance of terminal markets has declined as a price making mechanism and as an outlet for livestock. This has been accomplished by an increase in volume sold through local livestock auctions and packer-buying stations.

In 1940, about 51 percent of all cattle were slaughtered at terminal markets. In 1950, this was down to 44 percent. The number of auctions operating in the 12 Western States increased from 175 to 456. In 1950, these auctions handled twice as many cattle as terminal markets in this area.

Phenomenal shifts in population have occurred, particularly in the Pacific Coast area, the Southwest, and the Southeast. During the ten years, 1940 to 1950, California's population increased 46 percent, and the population in the South Atlantic States went up 36 percent.

Trucking, which revolutionized livestock marketing during the 1930's, is still taking over an increasing proportion of the long distance movement of livestock. In 1942, about 64 percent of the cattle arrived at terminal markets by truck. In 1950, this had increased to 75 percent.

Changing consumer habits are adversely affecting domestic demand for animal fats as food and in soap, leather in shoes, wool for clothing, and fat cuts of pork. Export demand for animal fats is also declining.

The purpose.--To better enable producers, marketing agencies, and processors to fit their operations into the new patterns made necessary by fundamental changes in marketing and consumer demands; to interpret results of research in the marketing field for producers, marketing agencies, processors, wholesalers, retailers, and consumers; to provide an intelligent basis for an approach which will minimize the cost and maximize the contribution of necessary changes in production and marketing, and meat distribution practices.

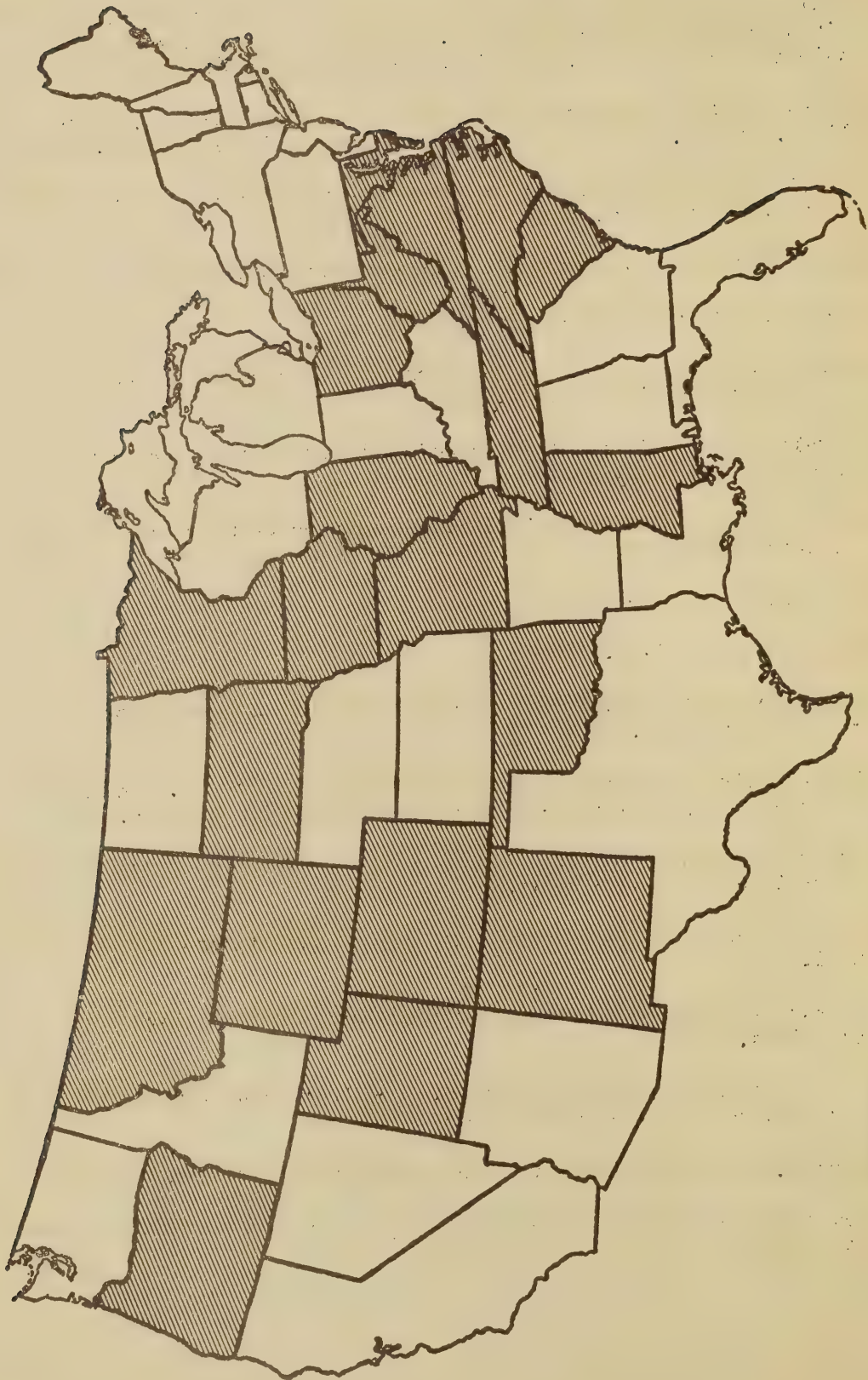
The work.--This work involves a careful analysis and interpretation of research results and their adaptation to extension teaching conditions and methods.

Specifically, the extension program in livestock marketing includes development and use of teaching aids, such as illustrated pamphlets, leaflets and bulletins, slides, film strips and motion pictures, radio and television programs, actual demonstrations in the market place, and meetings with producers and industry groups concerned. These methods to be used in disseminating facts about the changes in markets and marketing, explaining the impact of these changes on the local markets, and developing possible solutions to problems arising out of these shifts in market outlets, transportation and consumer demands.

Line Projects, 1952

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| 95-Colo-1 | Developing and expanding improved methods of marketing cattle in Colorado. |
| 95-Ill-5 | To improve the market quality of Illinois hogs. |
| 95-Iowa-7 | Improving the methods by which producers can more accurately grade and appraise the market value of cattle and calves; adjusting swine type and price margins to consumer demands. |
| 95-Md-7 | Increasing efficiency of farm market facilities and improvement in practices of livestock marketing. |

- 95-Minn-5 Analysis and dissemination of information on market outlets for livestock to producers, members, and managers of livestock shipping associations. (Project terminated 6/30/52)
- 95-Miss-2 Improving methods of marketing and handling beef calves, yearlings, steers, and other cattle produced on winter pasture.
- 95-Mo-2 Developing and expanding improved methods of marketing feeder cattle, feeder pigs, and meat in Missouri.
- 95-Mont-3 Educating and assisting wool growers in marketing.
- 95-N.Mex-2 Preparation of wool for market.
- 95-N.Mex-5 Marketing wool breeds of rams according to grades based on productivity of individuals.
- 95-N.C.-3 Develop a more efficient and sound marketing system for North Carolina livestock.
- 95-Ohio-1 A demonstration and training program to improve the marketing of meat-type hogs.
- 95-Okla-4 Livestock marketing.
- 95-Ore-2 Livestock marketing.
- 95-S.C.-1 Marketing beef cattle and hogs to secure premium prices for quality livestock.
- 95-S.Dak-2 To help livestock producers improve marketing methods, reduce costs and make fuller use of information on price margins.
- 95-Tenn-2 The development of a marketing system that will enable producers to sell hogs on their merits.
- 95-Utah-1 Improved efficiency and practices of marketing livestock and wool.
- 95-Va-4 To encourage farmers to adopt better livestock marketing practices.
- 95-Va-7 Develop a marketing system that will reflect cut-out values of market hogs in prices paid to producers.
- 95-W.Va-1 Purchase of Western ewes and the sale of wool and lambs.
- 95-Wyo-1 Teaching certain fundamentals in improved methods of marketing wool.



States which had Extension RMA livestock projects in 1952

Summary of Progress

The following examples are illustrative of progress and accomplishments:

The livestock auction combined with actual grading of slaughter, stock, and feeder animals is being used as an educational device to demonstrate in a dramatic manner the difference in the demand for and the value of animals of different grades. In Missouri, Mississippi, West Virginia, and Virginia, local auctions have been developed by Extension personnel to provide a more efficient and effective means of assembling and selling feeder cattle, calves, pigs, and lambs. It also provides the means for teaching producers the relationship between grades and prices.

Missouri reports that over a period of five years, the average grade of feeder calves produced has been improved perceptibly in those areas where educational work has been in progress since the RMA project was started.

Producer sales of small lots (10.5 head average) of feeder calves has shifted from on-the-farm truckers' sales to the system of organized county auction sales with competitive buying of graded lots. Improved selling price netted an estimated \$400,000 annually for the 2,525 producers who sold through these auctions.

In Utah, where 75 percent of the livestock moves through local auctions, part of the educational program is being directed toward improvement in auction pens, gates, alley and ring design, as well as scale operation and inspection. As a result, yard facilities are being improved, scale inspection is more frequent, and weighing is more accurate. As a result of the educational program, an amendment to the weight and measures law is in process, which will provide safeguards against unethical practices, faulty scales and weighing practices.

In Ohio, an Extension program designed to expand and improve the marketing of meat-type hogs was under way. This work included: 150 live and carcass grading demonstrations, grading hogs for producers, preparation and distribution of 600 posters and 5,000 leaflets. Results include: more farmers "topping" out herds, more hogs sold under 225 pounds, and more meat-type hogs used in breeding.

The RMA wool marketing project has improved New Mexico wools to the point where producers make comments as follows: "Indifferent type clips that would not even sell 10 years ago are now considered 'reputation' wools in Boston, and now bring premium prices and top net income per fleece." "Classed" wools in commercial carload lots now often bring two cents or more per grease pound, a result of the extension educational work in marketing.

A summary of a regional livestock marketing project in 11 Western States is given in the annual report of project 211.

POULTRY AND EGG MARKETING

Purpose and Type of Work

Many significant changes are taking place in the poultry industry which point up the need for educational work in marketing. These include regional changes in the production pattern, processing facilities and techniques, transportation methods, merchandising practices, and consumer preferences.

Increasing costs of grading and cartoning eggs in metropolitan areas are forcing this operation to be performed in production areas. This is resulting in the need for new facilities and market organization.

United States broiler production has trebled since World War II. One-half of the chicken meat consumed today comes from broilers. One-third of the States are producing 75 percent of the broilers. This concentrated production has created new marketing problems; such as, the transfer of processing from consuming to production areas, transportation, greater competition with other meats, more eviscerating and cutting up poultry at processing plants, freezing, and prepackaging for retail distribution.

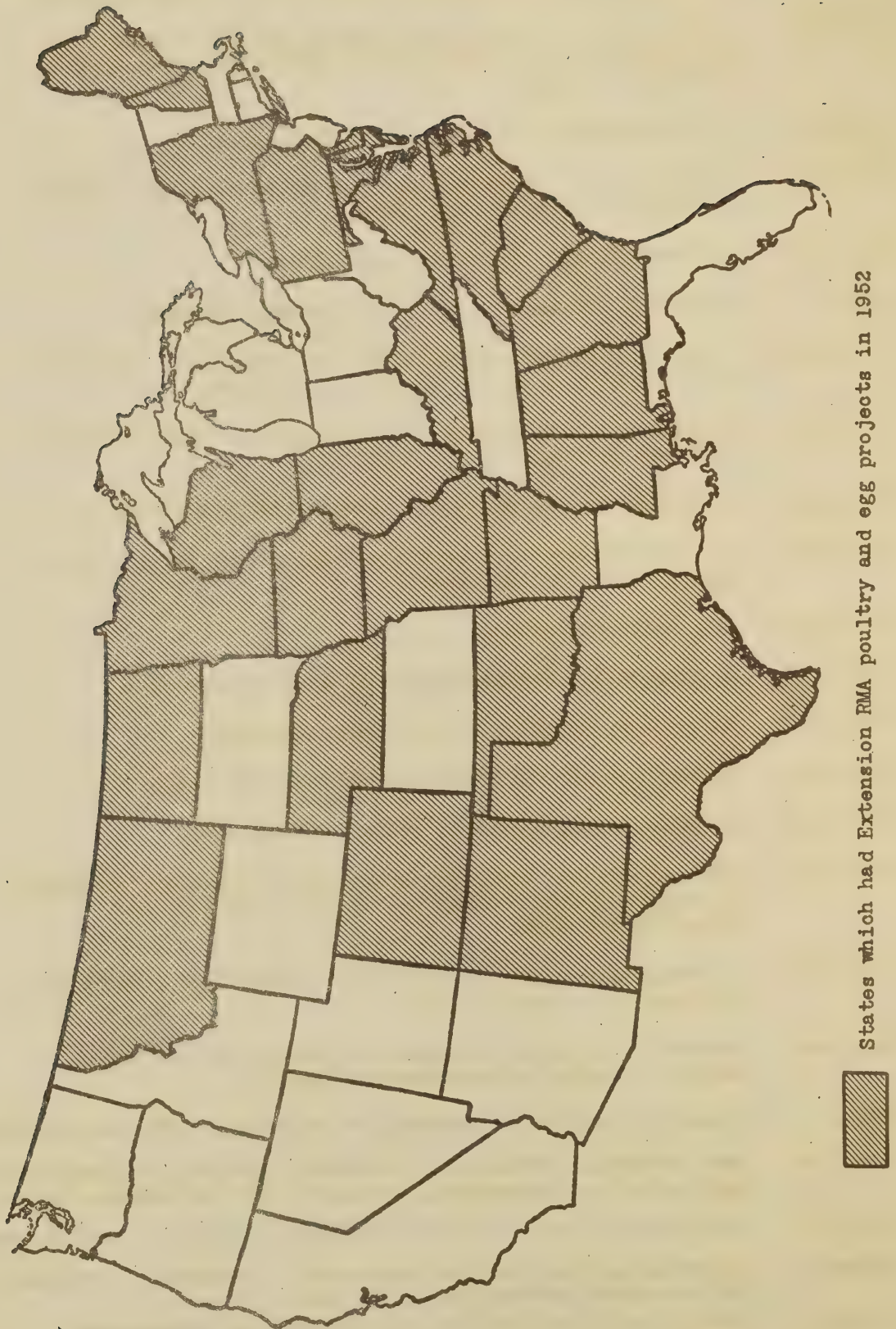
Poultry and egg marketing programs are directed to producers, processors, distributors, and consumers. They are directed at--

1. Improving and maintaining the quality of poultry and eggs.
2. Encouraging the establishment and use of market grades and standards.
3. Assisting and encouraging the development of new and the improvement of existing market facilities.
4. Improving handling, packaging, and merchandising practices.
5. Informing consumers on grades, quality, and use of poultry and eggs.
6. Providing outlook and market information to aid the industry in keeping supply and demand in balance.

Line Projects, 1952

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| 95-Ala-2 | Best methods and marketing practices in dressing, handling, and merchandising poultry and in grading, packing, and merchandising eggs. |
| 95-Ark-3 | To improve marketing of poultry and eggs. (Project terminated as of 6/30/52.) |
| 95-Colo-2 | Improved methods of processing and merchandising dressed poultry in Colorado. (Project discontinued 6/30/52.) |

- 95-Del-1 Expanding the market for and improving the marketing methods and practices for Delaware poultry and poultry products.
- 95-Ga-2 Information and educational assistance for producers and consumers in the development of quality egg marketing in northeast Georgia.
- 95-Ill-1 To improve market quality of Illinois eggs.
- 95-Iowa-3 Improving market methods and quality of eggs and poultry products to meet consumer demand.
- 95-Ky-1 New educational work in egg marketing.
- 95-Md-4 Marketing Maryland eggs. (Discontinued 6/30/52.)
- 95-Maine-2 Provide poultrymen, especially turkey growers, with information relative to market outlets and demands.
- 95-Minn-1 Increasing the efficiency in marketing and distribution of eggs and poultry.
- 95-Miss-3 Improving the marketing and handling of poultry and eggs.
- 95-Mo-4 To initiate new and improved methods of marketing eggs and poultry on a quality basis.
- 95-Mont-1 Baby chick marketing.
- 95-Nebr-1 To improve the market quality of eggs and poultry.
- 95-N.H.-1 New poultry dressing and marketing methods.
- 95-N.Mex-3 Poultry and egg marketing and consumer education.
- 95-N.Y.-2 Marketing eggs, chickens, ducks, and turkeys.
- 95-N.C.-1 Best methods and marketing practices in dressing, handling, and merchandising poultry and grading, packing, and merchandising eggs.
- 95-N.Dak-3 To initiate improved methods of marketing eggs, chickens, and turkeys in North Dakota.
- 95-Okla-6 Improving the market methods and quality of eggs and poultry products to meet consumer demand.
- 95-Pa-1 Improving quality of marketing of eggs and poultry in Pennsylvania.
- 95-S.C.-3 Best marketing practices in dressing, handling, and merchandising poultry and in grading, packaging and merchandising eggs.
- 95-Tex-2 Information in the field of marketing poultry and poultry products.
- 95-Va-1 Marketing poultry products with special emphasis on relieving the burdensome spring surplus of eggs.
- 95-Wis-1 Develop new market outlets and increase egg consumption. (Combined with 95-Wis-6, 6/30/52.)



Summary of Progress

Although programs differ between States, practically all of the 27 States having active poultry and egg marketing projects did work toward maintaining egg quality from producer to consumer through improving handling and marketing methods.

In some States, emphasis was devoted to work with producers; in others, the emphasis was with handlers. Some gave emphasis to work with retailers and others to work with consumers. Some State programs covered the whole chain of marketing, including eggs and poultry.

Work in egg marketing dealt with improved handling by producers; more frequent marketing; improved methods of handling in the market channel; improved facilities, particularly refrigeration; greater efficiency in candling, grading, packing, and distributing; and improved handling and merchandising by retailers.

Methods used included meetings, schools, demonstrations, institutes, exhibits, bulletins, circular letters, press, radio, television, and personal contact.

The following examples illustrate progress and accomplishments:

In Delaware, the development of a unique method of selling live poultry by auction.--During the first 21 weeks of its operation, 17,000,000 birds were sold through the auction. Birds sold through the auction brought 3.6 cents more per bird, or \$612,000 over what an equal number sold outside the auction would have brought their growers.

As a result of this program, at one plant in North Dakota, which gives a price incentive for clean eggs, the number of clean eggs increased from 40 to 80 percent. The volume of top quality eggs received at the North Dakota graded markets has increased, in most cases, from 50 to 100 percent.

In Kansas, the markets buying on a quality basis have greatly increased the volume of eggs handled. Two buyers increased their volume by one-third over that of the previous year. Two buyers increased their volume of eggs handled. One plant increased its producer customers from 1,000 to 1,600 in one year. Some plants that have been unable to expand their capacity, have waiting lists of producers desiring to market their eggs on a quality basis.

In Missouri, 38 retailer merchandising training schools were held in 24 cities. This work has resulted in numerous stores shifting to handling graded eggs, and to increased sales of quality poultry. Industry committees sponsoring the retailer schools also sponsored consumer meetings in 22 cities to demonstrate the selecting, use, and preparation of poultry products.

A summary of progress of a regional poultry marketing project in the mid-western States is given in the annual report for project 211.

DAIRY MARKETING

Purpose and Type of Work

The objectives of the Extension dairy marketing projects are--

1. To bring about improved quality of milk and cream.
2. To improve methods of marketing.
3. To reduce seasonality of production.
4. To bring about adjustments in market structure.
5. To expand market outlets.

The type of work includes--

1. Helping farmers analyze and interpret economic information that helps them make decisions regarding their operations.
2. Helping producers, processors, and distributors in group action activities and in Federal Order market operations.
3. Helping consumers learn about milk and dairy products with respect to diet and cost.

Nearly every person in the Nation is a daily consumer of dairy products in some form. Nonfarm consumers spend one-fifth of every food dollar for dairy products. This emphasizes the need for consumer education about dairy products which is discussed under work project No. 96.

Because milk is bulky and perishable, it must move quickly from producer to consumer. Its universal use as a food has resulted in a high degree of regulation. Much of this regulation deals with quality. Unless the quality of milk and cream is satisfactory, any effort to improve marketing is fruitless. In the Midwest, where most of the RMA projects are located, quality is a problem. Many producers have shifted from farm-separated cream to fluid milk, which is a more exacting type of production. Also, the milk sold for manufacturing in many areas is of poor quality. Much farm-separated cream is held on the farm too long for making it into high quality butter.

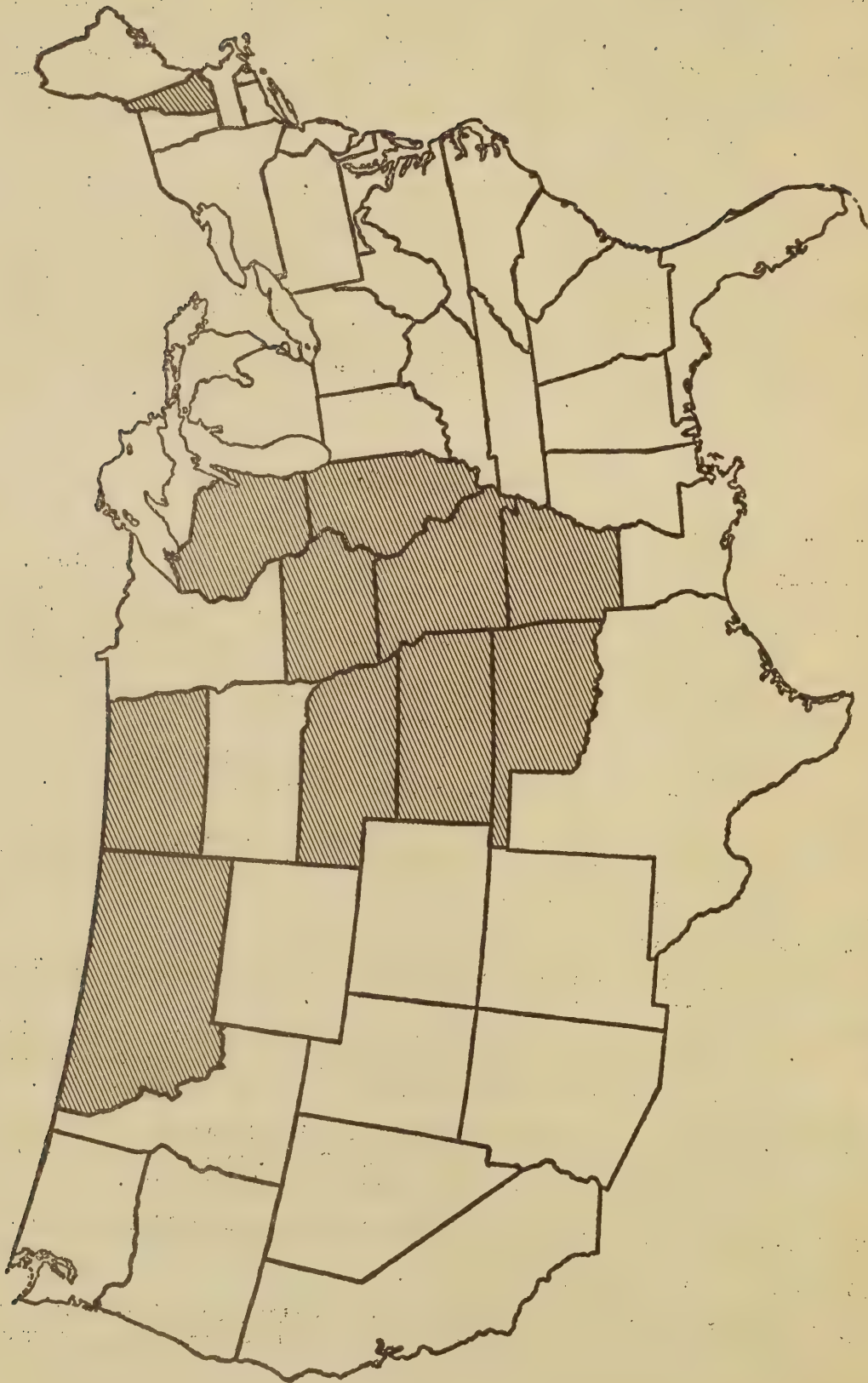
Educational activities include tours, demonstrations, inserts to accompany cream checks, circular letters, posters, contests for youth groups, news items, radio, and schools. The biological nature of production results in excess supplies seasonally which create marketing problems because consumption is more uniform. Educational work on this problem includes developing and implementing various pricing methods as incentives to level out production through group action with producers and buyers.

The nature of dairying as a farm enterprise requires a heavy financial investment and a great deal of "know-how." In addition, its biological nature prevents rapid adjustments in production. The nation's commercial milk supply comes from 2,000,000 farms or one-third of all farms. An individual producer has practically no effect on the market. Therefore, he needs economic information that helps him make decisions regarding his operations. This type of information, including outlook, is supplied largely through meetings, publications, and radio.

Most of the Nation's farm-separated cream comes from the Midwest. As a result of the decline in butter consumption, many special problems have arisen. Excess plant capacity and inefficient creamery operations are common. Some plants and equipment are obsolete, operating costs are high, overlapping and unnecessary transportation are common, and the small size operation is generally tied to one product. Assistance with problems of market structure and facilities have been largely on a specific problem basis with those concerned or affected to bring about consolidations, more diversification of plants, improved assembly and processing.

Line Projects, 1952

- 95-Ark-5 Improve the marketing of dairy products.
- 95-Iowa-5 Adjusting dairy product marketing to present conditions.
- 95-Kans-3 Pilot demonstrations and educational work to assist producers and handlers on increasing quality procurement, and distribution of manufactured dairy products and fluid milk. Information and demonstrations in fluid milk sheds on reducing seasonality of milk production.
- 95-Ill-4 Maintaining and expanding milk markets by providing economic information to producers, distributors, and consumers.
- 95-Mo-3 Educational program to assist Missouri dairymen to meet the increasingly strict requirements in the marketing of milk and milk products.
- 95-Mont-2 Improve quality of dairy products.
- 95-Nebr-2 Pilot demonstrations and educational work to improve the market quality of dairy products.
- 95-N.H.-3 Improving the quality of milk retailed in small communities. To enable smaller producer-distributors to pasteurize supply at farm, thereby safeguarding quality and extra handling.
- 95-N.Dak-2 Developing and conducting educational work to improve methods of handling milk and cream on farms, methods of marketing, grading, and processing milk and milk products.
- 95-Okla-7 Improving the quality of dairy products sold in Oklahoma.
- 95-Wis-5 Marketing dairy products.
- 95-Wis-7 Expansion of market outlets for milk, especially dry milk, through a consumer information and demonstration program.



States which had Extension RMA dairy projects in 1952



Summary of Progress

In Montana, milk quality is low in many areas. Prevailing systems of buying milk do not recognize quality and only a few buyers use quality and sediment tests. Quality improvement schools have been held to deal with off-flavor, high bacteria count, and sediment in milk, and stale cream held on the farm too long before marketing. A total of 13 schools were held for 400 dairymen.

In North Dakota, the program has been directed largely at more frequent marketing of cream to improve butter quality. Managers were assisted with their problems in 54 plants. In 1949, 281 samples of butter analyzed at the North Dakota Agricultural College showed 21 percent grade "C" or below; each year since has shown the following percentage of samples grade "C" or below: 1950 - 16 percent; 1951 - 6 percent; and 1952 - 3 percent.

In Nebraska, about three-fourths of the milk produced in 1948 was marketed as farm-separated cream, and fluid milk was brought in from other States. Educational work in the Omaha and Lincoln milkshed has resulted in a substantial shift to marketing fluid milk at increased returns. The number of grade "A" producers in the Lincoln milkshed increased from 425 in 1950 to 650 in 1952. Recent legislative authority was given to small towns and cities which enabled them to pass grade "A" milk ordinances. In order to take advantage of the new law, local authorities needed assistance. An Extension program in cooperation with State authorities resulted in many communities having safe milk and more farmers with grade "A" markets. At the request of the butter interests in the State, six informational inserts the size of a check were developed to improve cream quality. Distribution of 400,000 copies through the cream buyers reached 95 percent of the cream producers.

In Kansas, Oklahoma, Arkansas, and Missouri, emphasis has been given to milk pricing, seasonality of production, and analysis and interpretation of economic information pertaining to marketing. Assistance has been given to many new organizations of producers in their group action in bargaining with buyers and in their activities in helping establish and operate under a Federal milk marketing order. Programs to improve cream quality and market it more frequently, as well as improve the quality of manufacturing milk, have been carried on.

In Wisconsin, the program has been aimed at making adjustments in a changing dairy industry. Numerous plant consolidations have been effected to bring about greater efficiency. A program of brucellosis eradication is under way to help make the entire production eligible for grade "A" use. During early 1952, 35 "exhibit institutes" on building better markets were held.

A second project in Wisconsin, with a full-time milk utilization specialist, headquartered in North Carolina, has as its objective increasing milk consumption in the southern States by supplementing the regular supply with dry milk. It has been conducted largely through State extension nutritionists and home demonstration agents. Posters and a "fact sheet" prepared

as teaching materials were requested in sizeable quantities from 32 States. Cooperation was given the American Dry Milk Institute in developing a film strip entitled "Cooking With Nonfat Dry Milk Solids."

In Iowa, plans were developed to set up in a surplus area a supply of grade "A" milk so that deficit areas could draw on this supply.

Emphasis in Illinois was on seasonality of production and work in connection with Federal milk orders. Where educational work was done, producers had a 50 percent variation in milk supply between the high and low season, compared with 90 percent variation among others.

In New Hampshire, helping small-scale producer-distributors adjust to increased demand for pasteurized milk received major emphasis. A small-scale "pasteurizer assembly" was developed during the earlier years of the project. It has been set up in several places as a demonstration with information and assistance available to producers.

GRAIN MARKETING

Purpose and Type of Work

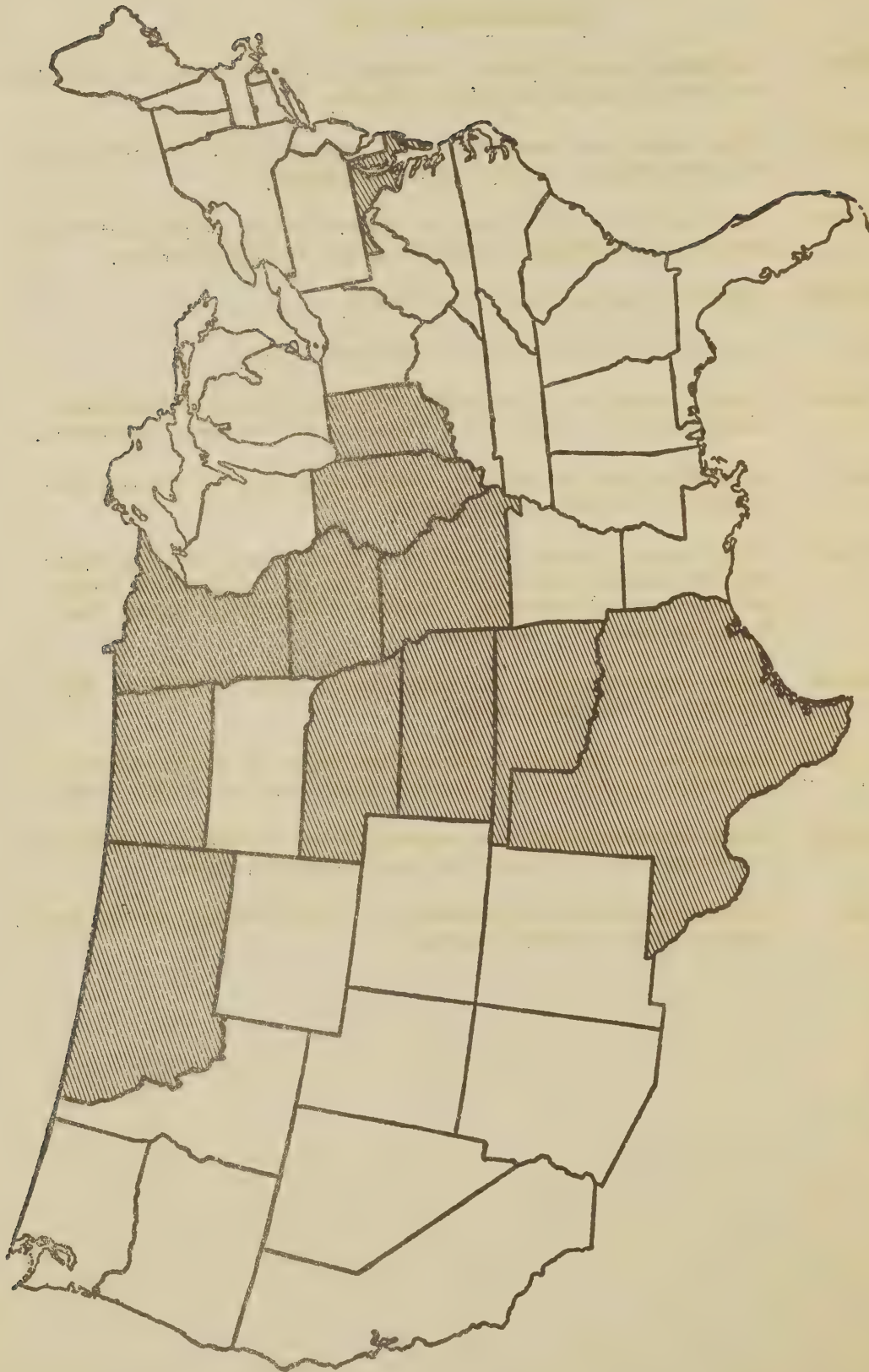
The main objective is to improve methods and efficiency of marketing, processing, distributing and merchandising of grain and grain products from the farm to the consumer. In doing this, the aim is to help producers better understand the grain marketing system, its operating methods and how they can do a better job of handling and selling grain and oilseed crops.

Assistance is given to grain handlers and dealers in keeping well informed concerning marketing conditions and more efficient in performing necessary grain marketing functions and services. Finally, it is important to aid consumers and industrial users of grain and oilseed products in improving the purchase and utilization practices and methods.

Programs and activities under these projects involved working with producers, grain dealers, country elevators, terminal elevators, millers, and other processors on improving quality, handling, storing, grading, and marketing food and feed grains, soybeans, and flaxseed.

Line Projects, 1952

- 95-Ind-1 Improving market grades, increasing feed value, and reducing dry matter losses in farm products.
- 95-Ill-2 Educational and demonstrational work to improve efficiency and services of country grain elevators.
- 95-Iowa-6 Grain marketing with special reference to grading, storing, quality maintenance, merchandising, and utilization.
- 95-Kans-2 Improving market quality of wheat.
- 95-Md-8 Improving the marketing of Maryland grain.
- 95-Minn-4 Dissemination of information for improving the business management and operating efficiency of farmers' elevators.
- 95-Mo-5 Developing and conducting educational work to improve the marketing of cash grain crops.
- 95-Mont-4 Educational program to assist producers and country grain dealers analyze and interpret price and production trends and encourage practices to assure identity of wheat from farms to terminal markets.
- 95-Nebr-4 Pilot demonstrations and educational work to improve the quality of Nebraska grain.
- 95-N.Dak-4 Education on improving the market value of small grains and marketing practices of country elevators in North Dakota.
- 95-Okla-1 Pilot demonstrations and education to improve the handling and marketing of commercial quantities of wheat.
- 95-Tex-4 Demonstrations and dissemination of information on grading, storing and marketing wheat.



States which had Extension RMA grain projects in 1952

Summary of Progress

In 1952, educational and demonstrational work on grain marketing was conducted in 12 States. A review of annual reports for 1952 indicates that significant progress has been made in educational work under RMA grain projects. Larger numbers of people have been reached through direct teaching in meetings and conferences and by radio, television, daily press and distribution of printed materials. The more important lines and types of work carried on among the cooperating States are summarized as follows:

Grain grading and marketing schools

Grading and marketing schools were featured by several States. The more intensive work was done in Kansas, Missouri, Montana, and Texas.

Kansas held a series of 8 grain grading schools. About 1,300 elevator operators, PMA bin inspectors, and county agents attended and received training on sampling and grading wheat and studying types of kernel damage and their effect on grades. A portion of these schools were also devoted to discussing grain sanitation and the Food and Drug Administration clean-up program. Actual grain samples were used in the schools showing all of the important grade factors and conditions.

In Texas, 12 similar schools were held in cooperation with grain dealers and elevators with about 700 people attending to receive organized instruction. Local licensed grain inspectors were used as instructors in giving intensive training on grades.

Missouri held 14 district and local grading schools for buyers of small grain and soybeans. In addition, 6 soybean grading schools were held in eastern commercial producing counties. Over 100 buyers attended these one-day schools.

Montana held three grain marketing schools for county agents. The objective was to train and assist the county agents to develop specific educational programs on grain marketing problems. The schools ran for two days and covered all aspects of grain marketing--grain marketing system, value and use of grading, farm storage problems, and protein relative to prices. Thirty-seven agents attended these schools.

Grain drying and conditioning

Several States included in their project specific programs on grain drying and high moisture problems.

Indiana carried on an intensive program on crop drying, including both grain and forage. Major emphasis was placed on demonstrating the application and use of mechanical drying equipment. During the year, 34 meetings and schools were held to discuss and demonstrate mechanical grain and hay drying, with an attendance of 3,395 persons. Crop drying equipment dealers participated in the meetings by exhibiting and demonstrating their equipment. Visual

materials were also used. One slide showed how a farmer can lose nearly \$200 from selling 1,000 bushels of wheat with 17 percent moisture. In the case of corn containing 25 percent moisture, the discount would amount to almost \$300. A relatively new batch method for drying shelled corn and small grain was exhibited at the Indiana State fair. This method has the advantage of quick drying of 200 to 400 bushel lots which can be moved directly into bins for safe storage. Considerable progress has been made in this field during the past five years. This work, however, will not be continued under the Agricultural Marketing Act in 1953.

Maryland farmers usually have high moisture conditions in handling corn and wheat. The problem is being slowly met through expanding mechanical drying at both country points and at the port of Baltimore. During the life of this project, 5 grain dryers have been installed. During the past year, farmers have been encouraged to use the moisture testing service of the Maryland Department of Markets to determine moisture content as a guide to better handling and marketing.

Minnesota has given major attention to presenting to county agents and country elevator operators the results of a study of artificial grain drying by the divisions of Agricultural Economics and Agricultural Engineering. The conclusions of this survey indicate that mechanical drying is continuing to expand and that it represents an important marketing service.

Kansas held 10 district grain storage and conditioning schools for agricultural leaders. Emphasis was placed on price discounts for grain in poor condition, proper structures and procedures for storing and prevention of insect, rodent, and bird contamination.

Business organization and management of elevators

Illinois conducted an intensive educational program in 1952 on country elevator business organization and management. Five district meetings of grain dealers were held to discuss operating expenses and net returns of multiple and single unit elevators. In addition, conferences were held with directors and managers of 23 farmer-owned companies. These individual conferences were devoted to intensive study of the business operations of the companies as compared with averages for the entire group of elevators included in the research analysis. Some of the more important problems on which the companies took remedial action were (1) policies on accounts receivable, (2) requirements for membership, (3) responsibility for supplying capital, (4) financial adjustments to get better balance between capital stock and member reserves, and (5) additions and improvements in business services.

The Texas project featured an educational program on improving record and account keeping for local elevators. This program has been directed toward helping the elevator man get a better understanding of his current status, avoid inaccurate inventory records, reduce losses due to market changes, and to keep up with the condition of grain in storage. Work along these lines is being done with about 50 elevators. These will serve as demonstrations which can be used for reaching larger numbers of elevator operators in succeeding years. To date, most of the work has been on getting a better grain settlement sheet and a daily inventory control record.

Improvement of records and accounts is also included in the program of education for grain cooperatives in Kansas and Oklahoma. In Kansas, about a third of the grain is sold through farmers' cooperatives.

Grain sanitation

The program of the Food and Drug Administration to eliminate contaminated food grains has resulted in a tremendous demand for information on insect, rodent, and bird damage prevention. While most of the subject matter involved in education of this problem comes from entomology and agricultural engineering, extension marketing specialists have also become deeply involved in the program. This is especially true in working with the trade, country and terminal elevator people.

Missouri held four district conferences and one terminal market tour to furnish county agents information on grading, handling, storing and marketing grain. Special emphasis was placed on grain sanitation as related to the Food and Drug Administration program. The project leader concentrated on work with grain dealers and elevators, while county agents worked with farmers. A 1951 survey showed Missouri had the second highest insect infestation of stored grain in 32 States. Food and Drug Administration reports, however, showed that dealers and elevator men were thoroughly familiar with the program and its objective to eliminate weevils, rat pellets, urine and bird manure from food grains. This would indicate that an effective job has been done in working with these groups.

Texas held nine separate meetings for farmers and grain dealers with 1,820 people attending to get the facts on the grain sanitation program.

In Oklahoma, the job was approached with assistance of a State grain sanitation committee composed of representatives from all segments of the industry and county grain marketing advisory committees. Fifty-nine meetings were held with more than 12,000 producers, elevator operators and millers attending. These meetings were very successful in presenting the clean food grain program. Grain elevator operators are devoting increased effort to improve handling of grain. Farmers are cleaning up their bins and treating with pesticides. A survey of dealers shows an increase of 300 percent in the use of fumigants in 1952 in Oklahoma. The educational effort is saving hundreds of thousands of dollars to farmers and dealers who have annually lost about 15 million dollars worth of grain from insect and rodent damage.

Illinois, Kansas, Minnesota, Montana, and Nebraska conducted intensive educational work on the food grain sanitation problem. It is difficult to evaluate the results in dollars and cents. It is, however, generally accepted that this work has been of great value and is a sound approach to an ultimate solution of the contaminated grain problem that the Food and Drug Administration is trying to solve.

Wheat variety analysis

Kansas, Oklahoma, and Texas are doing educational and demonstrational work on wheat variety analysis as a factor in determining the bread baking quality. Prior to 1948, wheat variety analysis as a quality factor was not used to any appreciable extent. Research showed that variety of wheat was an important factor in determining quality. Mixing of desirable and undesirable varieties was becoming a serious problem. Quite often the undesirable varieties from a milling and baking standpoint gave producers better yields, good test weight and satisfactory protein content. Two things were needed to meet this problem--first, a method of identifying the undesirable varieties and, second, price discounts to discourage production.

Significant progress has been made in developing wheat variety analysis as a basis for purchasing, binning, and better merchandising of wheat and flour to millers and bakers. Last year at least 95 percent of the wheat produced in Oklahoma was of desirable varieties. Many elevators have paid premiums for these desirable varieties. It is estimated that Oklahoma producers received about a million dollars more for this 1952 crop as a result of variety premiums.

During the past year, a three-day State wheat variety analysis school was held in Kansas. Approximately 110 trade people and other interested persons attended to study how to identify different varieties of hard red winter wheat. In previous years, district schools were held in Kansas. Those were not held in 1952 because of the demands for other work. They will be resumed in 1953.

In Texas and Oklahoma the programs include a variety check service which helps the variety analysis men at elevators to maintain accuracy in identification. This is done by sending to the variety analyst samples of wheat monthly of known composition. These are returned and checked to see how accurate the individuals are calling the different varieties and mixtures of varieties. This has proven to be a very useful means of further spreading and establishing variety analysis as a marketing factor.

Market quality surveys

Nebraska, Oklahoma, and Texas are using different methods of making market quality surveys as a means of aiding producers and grain dealers.

Texas made in 1952 both a pre-harvest survey and a seeding survey in the fall. The spring survey provided information on the general quality condition of the crop and the variety picture. This information was used in marketing meetings with producers and was made available to the trade. The fall survey gave a picture of the potential 1953 crop and the variety composition by areas.

Nebraska makes what is called a drill box survey in the fall. Samples are taken from the grain drills by counties and sent in to the State seed laboratory for analysis. The farmer is asked to give information about the sample when it is taken. The results are returned to the cooperating farmer. When summarized, the data gives an authentic picture of the varieties of wheat being grown and provides a basis for both marketing and production programs aimed at quality improvement.

In previous years, Oklahoma has made pre-harvest surveys. In 1952, a different approach was used. The grading certificates on cars of Oklahoma wheat were analyzed to show the different grades and qualities according to points of origin. These data have been useful as a guide for doing effective educational work with producers and elevators in definite low quality problem areas.

Grain marketing with 4-H clubs

An increasing number of States are including educational programs on grain marketing for 4-H clubs.

In Illinois, a 5-county 4-H club program was initiated in 1952. A complete project outline and study references were prepared for use by county agents and club members. The State winners chosen in the program will attend the conference sponsored by the Chicago Board of Trade in early 1953.

Nebraska is also developing plans for expanding its 4-H program. Activities of club members are based on grain grading, quality demonstrations, local market-elevator tours, and trips to terminal markets such as Omaha. The Ak-Sar-Ben Small Grain Awards program was continued in 1952. The winning 4-H and FFA Chapter members were determined on the basis of quality of grain produced and records kept. The awards included medals and a free trip to Omaha to study grain marketing.

North Dakota began developing an intensive 4-H program in 1952. Several grain market judging contests were held over the State. Training meetings were held for county agents, and lesson demonstrations were prepared. 4-H leader kits were prepared for use in teaching grain marketing. Several trips were sponsored by the Minneapolis Grain Exchange for both adults and 4-H club boys to study the market.

More than 500 Oklahoma 4-H Club boys participated in the 1952 wheat improvement program. This program is aimed at producing and marketing better quality wheat. The program reached its climax at the State wheat show held at Enid. Sixty-five boys competed for State 4-H Club wheat king. Grading factors, milling, and baking characteristics were the basis for determining winners. In addition to the State awards, medals are given to county winners. A new feature was added to the 4-H program in 1952 by initiating a project sponsored by the Chicago Board of Trade. Results of this effort are not yet available. Five 4-H grain marketing schools were held in western Oklahoma. At these meetings, the boys studied samples of wheat showing different types of damage, milling and baking qualities of Oklahoma wheat, and the Chicago Board of Trade film "Marketing Grain Through a Grain Exchange."

Grain marketing and outlook meeting

All of the States conducting RMA grain marketing projects included some work on general market information and outlook.

In Illinois, the program included information on the general price outlook, factors to consider in storing and buying and selling high moisture corn and grain sanitation. Nine county meetings were held in the corn area to discuss outlook, market price discounts, and other factors in storing high moisture corn. Two county meetings were held in the wheat area to discuss market outlook conditions.

Twenty-one county outlook meetings were held by the project leader in Kansas in cooperation with other specialists. The grain marketing situation and outlook was featured in these meetings.

In Oklahoma, 16 county grain marketing conferences were held in major wheat producing counties. The purposes of these conferences were: (1) Study the relative importance of wheat to other cash enterprises in the counties, (2) familiarize county agents with the overall grain-marketing program, and (3) assist county agents in planning a local county grain-marketing program.

Three area grain quality meetings were held for approximately 150 Oklahoma grain dealers in cooperation with the Grain Inspection Supervision Department. These meetings were devoted primarily to discussing grain quality problems, detection of damaged grain and insect and rodent contamination.

Minnesota held a 2-day grain-marketing conference for agents from 25 important grain producing counties. Representatives from trade organizations, the Minneapolis Grain Exchange, and railroad companies were in attendance. The purpose of this conference was to aid county agents to become informed on grain-marketing problems as a basis for doing more educational work with growers and local elevators. The major emphasis was given to discussing and analyzing grain quality problems, grain drying at elevators and on farms, local marketing problems, and a study of grain markets and futures trading in Minneapolis-St. Paul.

A summary of work conducted under a regional wheat marketing project in the hard red winter wheat area is given in the report of project 211.

FOREST PRODUCTS MARKETING

Purpose and Type of Work

The work on marketing forestry products is carried on under widely varying conditions. Louisiana and Oregon represent commercial forestry States. Oklahoma is a deficit State with a specialized program in the southeast corner.

The three projects have the common purpose of providing educational assistance in improving marketing. The work is aimed at--

1. Teaching woodland owners improved marketing practices for saw logs, poles, pulpwood, pilings, and other products.
2. Disseminating available information on market prices, demand, and outlook.
3. Developing new market outlets and establishment of wood-working industries to utilize low grade products.

Line Projects - 1952

- 95-La-1 Educational program on proper marketing, grading, and classification of farm forest products in Louisiana.
- 95-Okla-5 Educational and demonstrational work on wise marketing, grading, standardizing and classifying farm forest products in Oklahoma.
- 95-Oreg-3 Farm woodlot products marketing in Oregon.

Summary of Progress

During 1952, only three States conducted RMA marketing projects on forest products--Louisiana, Oklahoma, and Oregon. The West Virginia project was suspended because of the lack of personnel and funds.

The Louisiana forestry marketing project is organized on an area basis. Four men are employed, three of whom work in areas consisting of four Parishes, and the fourth, three Parishes. Area headquarters are at Alexandria, Clinton, Minden, and Ruston. The work of these area men is directed and coordinated by the State extension forestry and marketing specialists.

In 1952, educational assistance was given to Louisiana farmers and small woodland owners selling over six million dollars worth of forest products. Through method demonstrations, meetings, and individual contacts about 4,000 farmers were given direct educational help in marketing wood products. Many additional persons were reached indirectly through other media.

including 84 news articles, 128 circular letters, and 74 radio broadcasts. A total of 81 method demonstrations and 12 result demonstrations were held to teach farmers how to market their products to the best advantage. Emphasis was placed on selection of materials to sell, market opportunities, and selling on the basis of grade and measured volume.

The weekly forest products market report started in Oregon in 1951 has been continued and coverage expanded. This report is released as a part of the Oregon State College Market News program. It is also used extensively in marketing educational activities. The market information is currently going to 257 newspapers, radio stations, county agents, forest product companies, and others.

Improved marketing practices are being taught to Oregon woodland owners through the use of 43 demonstration farms in 16 Western counties. These are unit demonstrations involving both production and marketing. The forestry marketing specialists use these demonstrations as a basis for showing how to select, grade, and find the best market outlets.

A farm forestry conference held in 1952 devoted attention to Oregon forestry marketing problems. The major problems listed and recommended for more educational work included scaling and grading logs, aiding absentee owners to do a better marketing job, developing better outlets for minor products such as Christmas trees, standardized procedure for selling different products and developing a better hardwood marketing system.

The Oklahoma project covers an 18 county area in the southeast corner of the State. In 1952 the project leader carried on intensive educational work on teaching farmers to better market timber, poles, pulpwood, and miscellaneous products such as pine seed cones, handle blanks, mistletoe, etc.

Inferior oil dipped posts are a problem. Special emphasis was placed on marketing high quality treated fence posts. Information has been made available to users through radio and the press to help them know quality posts and guard against purchasing inferior grade posts. Assistance was also given to processors on how to produce and market heat pressure treated creosote fence posts.

Training was given to 24 county agents on forestry marketing problems. A total of 37 meetings were held during the year with about 1,000 people attending to receive instruction on improved forestry marketing practices. Approximately 3 thousand 4-H Club boys were given instruction on forestry marketing practices at camps and rallies. About 40 contacts were made with forest product industries as a means of keeping abreast of market developments and to provide assistance to the industries in locating supplies of different raw materials. Similar contacts were made with post-treating plants, pole concentration yards, etc.

An example of the type of assistance is indicated in the case of a bridge timber processor. In inspecting his operation, it was found that cherry and walnut wood was going into bridge stock. By sorting out this type of material it was marketed for \$20 more per thousand board feet. This one suggestion helped the processor to realize an annual gain of \$2,800 above the bridge timber market.

SEED CROPS MARKETING

Purpose and Type of Work

The educational work on seed crop marketing is aimed at giving assistance to all segments of the commercial seed industry. This involves working with producers, processors, wholesale seed houses, retail seedsmen, and the users who purchase from these marketing firms. Associated with the work on improving seed crop marketing practices is the certification and regulatory programs carried on by crop improvement associations, State plant boards, State departments of agriculture, and the Federal government.

Line Projects, 1952

95-Ala-1 Demonstrations of processing, handling, identifying and marketing new and improved varieties of crop seed and planting stock.

Summary of Progress

The Alabama project was the only one active in 1952. The Oregon project was inactive because of lack of personnel and Mississippi discontinued its project at the end of 1951. It is, however, expected that the program in Oregon will be resumed July 1, 1953.

The work in Alabama was continued during 1952 along the same lines as for the preceding year. In carrying on educational work in this field, the leader works through county agents and directly with the seed trade. A total of 690 seed marketing demonstrations were conducted in 1952 as compared with 159 in 1948 when the project was started. These demonstrations involved a total of 83,348 acres of various crops such as cotton, hybrid corn, peanuts, crimson clover, and fescue. All of the seed marketed from these demonstrations were certified, properly tagged and bagged. About 4 million pounds of crimson clover seed were marketed from these demonstrations; also, over 400 thousand bushels of certified cotton planting seed, and over a million pounds of fescue seed. The seeds produced from these demonstrations were marketed through farmers' cooperative associations and wholesale seed firms. The project leader worked with these agencies on processing, certification, and other marketing practices.

Close working relationships are maintained with seed dealers and the Alabama Seedsman Association. The State Department of Agriculture cooperates in carrying out its regulatory function with respect to seed crops.

During the year, the project leader participated in 51 meetings with 3,100 persons attending, giving instruction and information on seed marketing. Forty-seven news articles were released. Assistance was given to 44 county agents in developing educational work during the year.

COTTON AND COTTONSEED MARKETING

Purpose and Type of Work

In the educational work on cotton marketing and ginning, major emphasis is placed on quality improvement of lint, improved ginning service, better packaging and identification of bales of cotton according to variety and area of growth.

Line Projects, 1952

- 95-Mo-1 Educational work to improve marketing and ginning of cotton.
- 95-N.Mex-1 Educational and demonstrational work on cotton ginning and marketing.
- 95-Okla-3 Educational and demonstrational work on cotton marketing and ginning.

Summary of Progress

Cotton marketing and ginning educational programs are carried on by Missouri, New Mexico, and Oklahoma. In all three of these States emphasis is placed on both marketing lint and seed and on ginning services. The Georgia project was suspended while the leader was away at school. Since his return, he has transferred to other work and the cotton project was discontinued because of the lack of funds.

New Mexico has done an outstanding job of education on improving cotton marketing and ginning during the six years the RMA project has been in operation. The work in 1952 has continued along the same lines as in former years. This project has now reached a \$44 million program for New Mexico and District 6 Texas cotton growers. This value is based on additional premiums received on cotton through high market reputation supported by a positive bale identification program. In 1952, the bale identification program reached a new peak with 225,000 bales tagged according to variety and area of growth.

The project leader worked with 88 cotton gins giving assistance on handling and storing of planting seed, bale identification, and improved ginning. Several new county 4-H cotton projects were established. Five new local seed improvement associations were given assistance in organizing and setting up a seed marketing exchange system. Cooperative work was done with FIA in developing a combination bale tag using Form 1 for the government Smith-Doxey classing service. In 1952, eleven gins tagged about 75,000 bales under this program.

The leader of the Oklahoma project gave half-time to cotton marketing and ginning work. In 1952, major emphasis was given to holding cotton classing schools for 4-H Club boys, 4-H cotton production and marketing project, and aiding producers in effectively using the Smith-Doxey cotton classing service.

The bale identification program was continued in Missouri with 49 ginner cooperators in 1952. About 50 thousand bales of cotton were tagged under this program. Two ginner meetings were held in 1952 with 110 ginner participating. These meetings were devoted to instruction on gin operating problems. Also, the project leader personally contacted 122 gins to discuss improved ginning practices and machinery.

MARKETING FACILITIES AND ORGANIZATION

Purpose and Type of Work

The purpose of educational work in this field is to promote and assist in the development of new and improved marketing facilities for the efficient handling and merchandising of farm products. Going beyond physical facilities, a further purpose is to encourage development of improved business organization and methods of operating different type facilities.

Educational programs carried on in this field are aimed at producers, the trade, public bodies and individual firms. For example, the approach is usually to conduct meetings with all groups interested in a particular market development bringing out the problems, discussing the needs, and indicating what choices are available in dealing with the particular situation. Often market tours are used as a basis for creating interest and stimulating action. Wherever possible, educational work on facility and organizational development is based on research.

Line Projects, 1952

- 95-Hawaii-3 Educational and demonstrational work with cooperative marketing associations in Hawaii.
- 95-Minn-3 Dissemination of information regarding the methods of processing services performed, costs and relationships of community locker plants and home freezing units.
- 95-S.C-5 Educational program for development of farmers' markets and facilities.

Summary of Progress

For several years, Minnesota has conducted educational work on the organization, management, and marketing services of community locker plants. Research of locker plant operations in Minnesota showed that many are up against problems of inadequate volume, lagging rental rates and rising costs for supplies and labor. Although the project has operated only on a part-time basis, a number of meetings and individual contacts have been made each year. The advent of home freezing units has had quite an impact on the community locker plant business. Other problems which locker plants are facing are: (1) Maintaining identity of meat and loss of products, (2) shrinkage in processing, and (3) coordinating community locker business with growth of home freezers.

This project was discontinued at the end of 1952 for the reason that the part-time effort was not adequate and the community locker plants were not an important factor in marketing Minnesota farm products. Some further work will be carried on as a part of the regular extension program.

The project on marketing cooperatives in Hawaii is aimed at assisting with the organization of new associations when and where needed, assisting established cooperatives and doing educational work on marketing problems with farmers and public agencies.

In 1952, the project leader in Hawaii gave more than 100 talks on cooperative marketing and conducted 30 workshops for county agents to train them on cooperative marketing principles and problems. Assistance was given to 50 groups considering the organization of new marketing associations.

The project in South Carolina was inactive until late December 1952 for lack of a leader. Mr. E. W. Siedschlag was employed as project leader and is going ahead with a program in 1953.

RETAILER EDUCATION

Purpose and Type of Work

The purpose of the retailer education work is to extend the results of research and best known practices of handling and merchandising food products to retailers and personnel of wholesale establishments dealing with retailers.

While most emphasis has been placed on fruits and vegetables to date, increased attention is being given to the handling of other perishable food items as a result of requests from the trade. For example, in Indiana, methods of merchandising poultry and red meats are now included in a program that originally involved only fresh fruits and vegetables. Another example involves the development of dairy merchandising as a part of the retailer training work in Alabama at the request of producers and one of the national dairy organizations.

Among the problems covered are the relationship between departments within the store, advertising, business outlook, pricing, personnel management and other phases of overall store operation. Individual store department problems include such aspects of retailing as buying, receiving, storing, preparation for display, equipment and layout, principles of display, prepackaging, pricing and merchandising tips.

Line Projects, 1952

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|-----------|---|
| 95-Ala-5 | Information for food distributors that will assist them in more effective marketing of farm products. |
| 95-Fla-2 | More effective merchandising of vegetables by using better handling methods, refrigeration, and displays. |
| 95-Ill-3 | Demonstration and educational program for retail distributors of fresh fruits and vegetables in Illinois. |
| 95-Ind-2 | Retail merchandising of fruits and vegetables and other perishable farm products. |
| 95-Md-1 | Improving food merchandising techniques. |
| 95-Mich-1 | Marketing and retailer education. |



States which had Extension RMA retailer education projects in 1952



Summary of Progress

An indication of the progress, interest, and potential is shown by the fact that trade groups in the States in which formal projects are in operation have requested expansion of the program to other store departments in addition to the fruit and vegetable department, and have enthusiastically received work on overall store management and business outlook.

A total of 6,273 retailers and personnel of wholesale establishments were trained in 12 States during 1952. The number trained by States is as follows:

Michigan	920	fruits, vegetables, meats
Illinois	993	fruits, vegetables
Indiana	1098	fruits, vegetables, meats, poultry, eggs
Missouri	315	poultry, eggs
Alabama	1124	fruits, vegetables
Florida	378	fruits, vegetables
Maryland	805	fruits, vegetables
Utah	40	fruits, vegetables (personal visits)
New Hampshire)		fruits, vegetables (State specialists
Massachusetts)		were assisted by the specialist in
Connecticut)	600	the Boston office of New England
Rhode Island)		Extension Service; more detail is given
		under project 211)

These figures include only those trained and do not tell the complete story since many personal visits and consultations are not included. In addition, many of the specialists devoted some time to working on marketing problems with growers, shippers, and others.

It is apparent that the program has progressed to the point where some farm and trade groups see its potentialities. For example, in January 1953, the RMA Deciduous Fruit and Tree Nut Advisory Committee gave retailer education first priority among other types of Extension programs and service work sponsored by the Department of Agriculture.

The following are examples of the work in certain States:

In Michigan, 35 grocer clinics were held in 13 counties during the year. Three of the clinics were represented at the annual convention of the Michigan Retail Grocers Association at Detroit, repeated by request as a result of interest shown by members in the clinics at the 1951 convention. Three clinics were held in Charlevoix County which drew all but 2 or 3 grocers in the entire county. Total attendance at schools was 920.

In addition to conducting training classes, a series of grocer meetings were conducted in Indiana. The program included discussion by agricultural economists on the business outlook for food distributors in 1953 and demonstrations by specialists on meat cutting and food

displaying and packaging. Meetings were held in five areas, encompassing 37 counties, and were attended by 695 retailers.

Upon invitation from the Alabama Food Council, the specialist conducted a 2-hour produce clinic in each of the two days of the council's annual convention. Between 350 and 400 retailers attended the clinic. Schools were conducted on a 1-day basis in Alabama. Agents reported eight other meetings of retailers with 334 attending. The agents assisted 978 retailers through visits, office calls, etc., and helped 219 wholesalers with food buying and other marketing work.

In Illinois, 25 separate retail merchandising schools were held during the past year with a total attendance of 993 persons. The specialist also participated in or conducted other retail merchandising meetings for individual concerns as well as district and State-wide meetings. In addition, over 200 store and market visits were made as a part of a follow-up program. An effort has been made to evaluate the work. Stores have stated that changes in practices, methods, policies, and facilities directly resulting from the program have reduced spoilage losses as much as 50 percent and increased the volume of sales as much as 150 percent. The following are some examples of how changes resulted from the program:

In Peoria, following a merchandising short course program, a local chain group asked for special help in evaluation of produce operations in two of their units. Changes made in the operation varied from trimming and display methods to complete rearrangement of produce department, space, and equipment, as well as a profit-sharing system with department personnel. Sales a year later are averaging more than \$500 per week higher than had ever before been reached.

As a result of the program, a small neighborhood grocer redesigned his produce equipment and instituted suggested practices which resulted in a decline of 10 percent in spoilage losses and an increase of \$100 per week in sales.

Examples of excerpts from unsolicited letters regarding the Illinois program follow:

"The school was a tremendous success and we want to assure you of our appreciation. We are indeed hopeful that at some future time, we may have the further opportunity of working with your department in aiding retailers in our territory..." (Albert Bernstein, Elgin Fruit and Produce, Elgin, Ill., May 12, 1952).

"Thanks...for the grand work you are doing throughout the State in behalf of improving retail distribution..." (Marie Kiefer, Secretary-Manager, National Association of Retail Grocers, Chicago, Ill., October 28, 1952).

"We at MARGUS (National Association of Retail Grocers) only wish that there was a Bill Lomasney (specialist in Illinois) in every State in the Union." (Lee S. Thomson, Jr., Director, Produce Department, National Association of Retail Grocers, Chicago, Ill.)

The Illinois Retail Grocer Association has endorsed the merchandising short course program for retailers to its members. The Illinois Chain Store Council has actively helped in the collection of information for retailer meetings, endorsed activities, provided contacts with local business people and obtained clearance from a number of firms for obtaining pictures of specialized operations and procedures for educational use.

